

CableFAX Daily™

Friday — September 9, 2011

What the Industry Reads First

Volume 22 / No. 174

In Your Own Words: Reflections on 9/11

There is no shortage of excellent programming to commemorate the 10th anniversary of 9/11, but what has not been told—and we think ought to be—are your own reflections and personal experiences from that day. Your stories and those of your colleagues indicate the profound effect that the events have had on all of us, both as individuals and as an industry. Above all, they show that we can pull together when it truly matters.

Barry Rosenblum, then-GM of Time Warner Cable NYC: I was in my office when the planes hit and was in a state of disbelief. We had just gotten a contract about a year before to serve the Towers. My first thought was, "Oh my God. We have people in those buildings. We have employees servicing those buildings." [Employees were all OK] Things were happening very, very quickly. Our dispatch operation was on 23rd St at the time. As things progressed and the Towers fell, we started getting some reports about being able to locate people. I also oversaw **NY1**, and we were very concerned about their safety. When the Towers fell, it hit us that because we didn't pick our signals up from the World Trade Center, we were the only local form of communication that people had in NY. The enormity of what we had to do hit everybody all at once. To some degree, it pushed everything else out of our minds other than making sure we kept the system up and did whatever it took to provide service. We had told most of our employees not to come in on Sept 12, but that day, I'd say 99.5% of people totally disregarded what we said. We wound up wiring police plaza, the police academy, the Armory, where many of the families of people who couldn't be found were going to search for people and information. To me, the fact the stuff got wired in record time wasn't the story as much as what people had to do to get it done. We have pictures of amplifiers duct taped to trees and fences; having our employees taking it upon themselves to donate televisions and teddy bears; working with some of the cable channels to help families out. It was just one of those group efforts that you realize this just isn't cable TV.

Insight CEO Michael Willner: It was the beginning of **Diversity Week** and my office became the decision center for the whole week's activities. It was Tuesday and several thousand industry people were already arriving in NYC. The gravity of the events of the day took a while to sink in. *Decker Anstrom* and *Robert Sachs* were in my office and, as we looked out my window and watched the buildings burn from afar, we were actually trying to decide if we should cancel the Kaitz dinner the following night. It didn't take us long to realize that this was no ordinary day. The decision was made and Diversity Week was canceled. Our attention then turned to the safety of our colleagues. We knew *John Malone* and *Brian Roberts* were downtown at the Bank of New York. We frantically called everyone we could to confirm they were okay but it took hours to find that out. My most vivid memory was after the buildings fell. Although they were a number of miles from my office, they were very present in the view out my window. They towered over all of the other buildings, in clear sight. And in an instant, they were gone. Every day for years to come, I would look out that window and remember that day. Others

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Group registration is available for companies that wish to send multiple employees. To register, visit www.namic.com. For more information about registration, contact Sandra Girado, Director of Meetings and Events, at 212-594-5985 or sandra.girado@namic.com.

Reserve a room at the host hotel: Hilton New York (1335 Avenue of the Americas) by Friday, September 9. To reserve, call 212-586-7000 or 800-HILTONS.

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Confirmed Speakers Include:

Adria Alpert-Romm
Senior EVP, Human Resources
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Ella LJ Edmondson Bell, Ph.D.
Associate Professor
Tuck School of Business

Jeffrey Bowman
Practice Lead, OgilvyCULTURE;
Marketing Strategy, Director
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Alvin Bowles
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Grab Networks

David Cohen
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Comcast Corporation

Mae Douglas
EVP & Chief People Officer
Cox Communications

John Dooney
Manager, Strategic Research
SHRM (Society for Human
Resource Management)

Jacqueline Hernandez
COO
Teleundo Communications Group

Rob Marcus
President & COO
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in my office saw the buildings fall. We hired grief counselors and created a company match fund for the firefighters and police families who lost loved ones. The outpouring of generosity from all of our employees from all over the country was simply overwhelming. [9/11 reflections and programming news continue on page 5]

Scripps Change: After 17 years at **NBCU**, **Henry Ahn** is moving over to **Scripps Networks Interactive** to lead content distribution and marketing strategy. He starts his post as evp, content distribution and marketing on Oct 1 and will be based out of Scripps' HQ in Knoxville. He'll report to Scripps Nets pres **John Lansing** and serve as a member of the company's mgmt committee and diversity council. Ahn most recently served as evp, TV networks distribution for NBCU TV Networks. "Everyone in our industry is dealing with the challenge of redefining just what the video experience is and how it will continue to evolve. What excites me about this move is that SNI is in a great position to lead that discussion and influence the future of the media industry," Ahn said in a statement.

Going Long: ESPN's 8-year extension ('14-'21) for MNF moves cable nearer to featuring playoff action from all 4 major US sports leagues, although the decision to bring a Wild Card game to ESPN rests with the **NFL**, and commish **Roger Goodell** doesn't see it happening before '13. It's likely the league would have to add a few teams to its playoffs pool in order to give ESPN such a contest. So what does the net receive for an estimated price tag of \$1.8-1.9bln/year, marking an increase of approx 63-73% over the current deal? For one, the sports giant keeps the top program on cable and 1 of the top in all of TV. In '10, its best year ever, MNF ranked 8th among all prime programs with averages of 10.5mln homes and 14.7mln viewers. And an '09 tilt ranks as the 2nd most-watched cable telecast in history (21.84mln total viewers). The sports giant also gets important digital rights including iPad access and highlights at ESPN.com. "ESPN is leading the way, and this contract will help us continue to lead the way," said **ESPN/ABC Sports** pres and **Disney Media Nets** co-chmn **George Bodenheimer** of content authentication. "There's so much value here." Also included: 500 new hours of NFL-branded studio programming annually, starting this week, and intl rights. It's unclear whether sub fee hikes will follow the deal: Bodenheimer said that ESPN will "never" slap an NFL surcharge on multichannel ops, but he also underscored numerous times how the deal "enhances the value of a cable subscription." [For more, see pg. 4].

Retrans: The **LIN-Mediacom** retrans dust-up was the subject of an ad in *Politico* and other DC publications Thurs. **The American TV Alliance**, comprised primarily of MVPDs and independent cable nets, placed the ad. It calls out LIN for pulling its local **Fox** affiliate in Mobile-Pensacola from Mediacom during a tropical storm. "In the middle of a tropical storm, what kind of people would black out your TV programming? Greedy ones," the ad proclaims, encouraging Congress and the **FCC** to change retrans consent rules. LIN responded by calling the ad misleading. It said it offered Mediacom the option of carrying the local news and breaking news for one week, but that the MSO refused. Mediacom said it was technically impossible to carry the signal intermittently—i.e., shutting it off and on when breaking news alerts appeared. The Mobile offer is different than Norfolk, where LIN granted an extension of stations' signals for a week due to Hurricane Irene.

Shuffled Deck: Change has begun at **Planet Green**, which **Discovery Comm** chief **David Zaslav** wants to rebrand within the next year (*Cfax*, 8/24). **Marc Etkind** was tapped to lead the net as svp, content strategy, meaning pres/GM **Laura Michalchyshyn** is out. Michalchyshyn was also replaced at **Discovery Fit & Health**, where **Rita Mullin** takes over as svp, content strategy. Planet Green/**Military Channel/Investigation Discovery** pres/GM **Henry Schleiff** also tapped **Ed Hersh** to head Military as svp, content strategy, and upped **Sara Kozak** to svp, prod and **Doug Seybert** to svp, marketing for the net trio.

On the Hill: The FY12 Ag Appropriations bill passed out of the full appropriations committee Wed includes language that "encourages RUS to focus expenditures on projects that bring broadband service to currently unserved households" and notes that RUS funds are meant to promote broadband availability in areas where there is not otherwise a business case for private investment. Cable has long been upset with some areas with multiple broadband providers receiving funding. The approved language was submitted by Sen **Roy Blunt** (R-MO).

Deals: **Sinclair** will buy **Four Points Media** bcst stations from **Cerberus Capital** for \$200mln. Four Points owns 7 stations in 4 markets: **KUTV-KMYU** Salt Lake City, **KEYE** Austin, **WTVX-WTCN-WWHB** West Palm Beach and **WLWC** Providence.

In the States: **Row 44**'s planning to launch a service delivering live IPTV to airline passengers' smart phones, laptops and tablets. Content partners include **Fox News**, **MSNBC**, **BBC World News**, **CNBC**, **Versus**, **Fox Business Net** and **Bloomberg**. **Southwest** plans to feature the service later this year. -- **Sprint** currently offers Ethernet access in 40 US

BUSINESS & FINANCE

markets and plans to expand that total to 65 by the end of the year through launches in areas including Cleveland, Las Vegas and Charlotte.

Ratings: FX's "Rescue Me" wrapped up its 7-season run Wed night by delivering 2.33m P2+, the most since the season 4 finale.

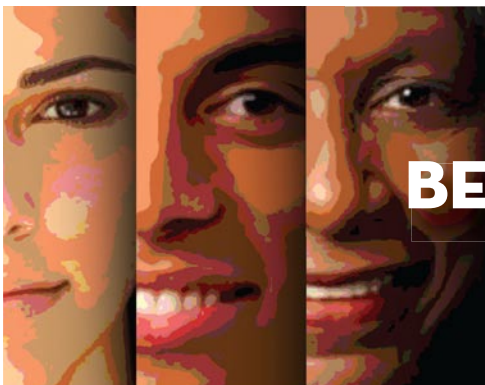
Programming: "Home Made Simple," a household projects show to be hosted by *Paige Davis*, debuts on **OWN** Oct 23, 11am. -- **CNN** and the Tea Party Express will host a Tea Party debate Mon, 8pm ET with *Wolf Blitzer* moderating. -- **Lifetime** picked up "America's Most Wanted," which is set to return later this year for a 25th season. -- **ION TV** picked up the off-net rights to **TNT's** "Leverage" for feature beginning summer '12. -- **A&E's** "Bordertown: Laredo" (Oct 13) follows the city police department's narcotics unit as it attempts to stem the massive trafficking ops of Mexican drug cartels.

Marketing: Logo's agency of record, **Media Storm**, launches a national ad campaign for new series, "The A-List Dallas" (Oct 10, premiere). Logo tapped the firm to help it deliver a more diverse audience (*Cfax*, 9/6).

On the Circuit: **SCTE** announced the lineup for the Capacity Management Symposium, a pre-Cable-Tec Expo event slated for Nov 14 in Atlanta. Presenters include *John Chapman* of **Cisco** and *Bill Hanks* of **Arris**. Expo gets underway Tues in Atlanta and continues through Thurs.

CableFAX Daily Stockwatch

Company	09/08 Close	1-Day Ch	Company	09/08 Close	1-Day Ch
BROADCASTERS/DBS/MMDS			BLNDER TONGUE: 1.27 UNCH		
DIRECTV:.....	42.18	(0.5)	BROADCOM:.....	34.32	(0.32)
DISH:.....	25.11	(0.43)	CISCO:.....	16.29	0.41
DISNEY:.....	31.95	(0.68)	CLEARWIRE:.....	2.82	(0.18)
GE:.....	15.59	(0.21)	CONCURRENT:.....	5.68	0.18
NEWS CORP:.....	16.52	(0.34)	CONVERGYS:.....	9.66	(0.33)
MSOS			CSG SYSTEMS:.....	13.02	(0.11)
CABLEVISION:.....	16.67	(0.43)	ECHOSTAR:.....	23.77	(0.17)
CHARTER:.....	48.89	(0.73)	GOOGLE:.....	534.96	0.93
COMCAST:.....	21.42	0.03	HARMONIC:.....	4.63	(0.17)
COMCAST SPCL:.....	21.07	(0.13)	INTEL:.....	19.89	(0.18)
GCI:.....	8.36	(0.5)	JDSU:.....	12.87	(0.43)
KNOLOGY:.....	13.34	(0.4)	LEVEL 3:.....	1.63	(0.07)
LIBERTY CAPITAL:.....	68.16	(1.24)	MICROSOFT:.....	26.22	0.22
LIBERTY GLOBAL:.....	38.70	(0.18)	MOTOROLA MOBILITY:.....	37.62	UNCH
LIBERTY INT:.....	15.79	0.27	RENTRAK:.....	11.59	(1.15)
SHAW COMM:.....	21.83	0.03	SEACHANGE:.....	8.11	0.22
TIME WARNER CABLE:.....	63.18	(0.9)	SONY:.....	20.10	(0.35)
VIRGIN MEDIA:.....	25.20	0.29	SPRINT NEXTEL:.....	3.45	(0.02)
WASH POST:.....	326.73	0.68	THOMAS & BETTS:.....	42.40	(0.3)
PROGRAMMING			TIVO:.....	10.70	(0.52)
AMC NETWORKS:.....	33.41	(0.56)	UNIVERSAL ELEC:.....	17.71	(0.78)
CBS:.....	23.07	(0.59)	VONAGE:.....	3.13	(0.12)
CROWN:.....	1.26	(0.05)	YAHOO:.....	14.44	0.83
DISCOVERY:.....	39.48	(0.91)	TELCOS		
GRUPO TELEvisa:.....	19.63	(0.62)	AT&T:.....	27.96	(0.17)
HSN:.....	31.80	(0.28)	VERIZON:.....	35.38	(0.24)
INTERACTIVE CORP:.....	39.53	(0.15)	MARKET INDICES		
LIBERTY STARZ:.....	67.59	0.56	DOW:.....	11295.81 (119.05)
LIONSGATE:.....	6.99	(0.09)	NASDAQ:.....	2529.14 (19.8)
LODGENET:.....	1.82	(0.08)	S&P 500:.....	1185.90 (12.72)
NEW FRONTIER:.....	1.24	0.03			
OUTDOOR:.....	6.70	(0.07)			
SCRIPPS INT:.....	41.04	(0.01)			
TIME WARNER:.....	29.84	(0.88)			
VALUEVISION:.....	3.60	(0.1)			
VIACOM:.....	55.91	(0.49)			
WWE:.....	9.19	(0.14)			
TECHNOLOGY					
ADDVANTAGE:.....	2.23	0.03			
ALCATEL LUCENT:.....	3.31	(0.1)			
AMDOCS:.....	27.05	(0.01)			
AMPHENOL:.....	44.32	(0.76)			
AOL:.....	15.54	(0.12)			
APPLE:.....	384.14	0.21			
ARRIS GROUP:.....	10.74	0.01			
AVID TECH:.....	8.80	(0.45)			
BIGBAND:.....	1.33	(0.03)			



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Remembering 9/11

NAMIC pres Kathy Johnson: We were in our opening general session. A speaker needed an electronic pointer for his presentation, and I remember getting out of my seat and going to our conference planner. He said, "I think our next session is going to be delayed a little bit because an airplane has hit the World Trade Center" ... For some reason I got out of my seat again and went back to the conference planner and he said that now it appears that 2 airplanes hit the World Trade Center. When the speaker concluded his remarks—it was right around 10am. Our board chair at the time got up and made an announcement that something terrible has happened. What we ended up doing was turning to **CNN** and projecting it on the screen at the conference. Everyone stayed at the hotel because at that point I think the subway system was shut down. People stayed through lunch and then started dispersing around 2pm. There were a number of people that were visiting from out of town. I was one of those at the time, I lived in Southern California. NAMIC was based there. A lot of the out-of-towners—no one wanted to be alone—would convene in the lobby of the hotel, and we would get dinner that night in a group. I think people really felt a need to be connected to people. I had 2 cousins that worked very close to the site. I distinctly remember someone actually making it possible for me to call my Aunt who lived in the Bronx to find out if my cousins were OK. He had some sort of a conference call line that he was able to go out on. But he made an effort to help me make a call... I think there was a lot of that, where people were making calls on behalf of other people. A number of people from Diversity Week I know went downtown to see if they could donate blood—whatever they could do to help the unfortunate situation. People were very eager to do what they could to help out, even if they weren't New Yorkers.



Michael Powell, then-FCC chmn, current NCTA pres/CEO: I was a new FCC Chairman and had just settled down to breakfast with *Rupert Murdoch* when my phone rang. My chief of staff informed me a plane had hit the World Trade Center. I was bemused at first, imagining a wayward Piper Cub. My mood turned grim and fearful as she conveyed the details—big planes, two of them, massive explosions. We were under attack. I rushed back to the FCC. I was greeted at the door by staff and they started breathlessly briefing me about New York. My attention swiveled to the southern sky where a huge dark plume of smoke was rising. I exclaimed, "Forget New York for a minute, what is that?" pointing to the ominous cloud. We rushed upstairs to the windows and could see the Pentagon aflame. We plugged into the government emergency briefing and began hearing the horrific and unimaginable story. Not an accident. Not an incident. Not an isolated attack. Fighter jets in the air. The fleet headed to sea. We were at war in the midst of a real battle. Then I shuddered when we were told all planes had been grounded, but one was not responding and appeared headed to DC. I ordered everyone home immediately over the objection of OPM who had yet to authorize release of workers. I believed only two things were possible: either a plane-bomb was about to hit our city, or there was going to be a dog fight over our heads. It turned out there was a third possibility that actually came to pass—heroic passengers selflessly attacking the attackers, bringing the plane down and saving countless lives. "Let's Roll." I never loved my country more than in these moments, but I knew she would never be the same. Her youthful innocence forever over. I only prayed our optimism and resilience would mature rapidly into steely resolve. It did, and I remain proud to be an American.



CableFAX Editor in Chief Amy Maclean: I was less than six months on the job with **CableFAX**, and it was only my second time visiting NYC. I was on my way to the NAMIC conference and saw the images of the first tower on the Jumbotron. The image was pulled, but there was still a small TV out front of ABC's production studio. I was standing with a construction worker watching it, when he started screaming, "Another plane hit the other one!" I argued that he was wrong and stood in horror as we watched the footage again, and I realized he was right. Unsure what to do, I went on to the conference, already underway. Only a few others in the crowd knew what had happened. Eventually, the conference was stopped and I learned about the Pentagon, which I was living only a mile away from at the time. Gasps and cries. A shaking woman ran up the aisle. I've often wondered who she was, and if whomever she was worried about was OK. This was my first industry conference, and I knew not a soul. But the person seated next to me was so kind. We held hands and prayed, as NAMIC organizers put CNN on a large screen. Most of that day, I was alone in my hotel wishing I wasn't away from everyone I loved. I ventured out of my hotel around 7pm and saw someone rollerblading down the middle of Broadway. When I took the Amtrak home the next day, I could see the smoldering remains of the Towers from my window. On the taxi ride from Union Station to my apartment, I passed the gaping, black hole in the Pentagon. Every year, when the NAMIC conference rolls around, I think of that day.



Remembering 9/11

Henry Schleiff, president and GM, Investigation Discovery; then Court TV CEO: As I walked in [to the **NAMIC** conference] they were still talking about whether the program would go forward or not. They were sort of debating the pros and cons, the argument that if they don't go forward it shows the bad guys that they can control us and control our lives. So the argument was to go forward with the program, and literally just at that moment someone turned to me and said, "My God, the tower is collapsing." ... I had left the conference and was now back at **Court TV**. My office was at 600 3rd Ave. I remember calling our colleagues at **CNN**. I said, let's lose the Court TV feed and we'll take the CNN feed and just play what's going on. At that point Court TV was only half owned by Time Warner. It was a perfect example of the kind of cooperation and teamwork that the entire industry worked across the board with. This is just a micro example, but I called in—I think it was [Jim] Walton at CNN—and I said would it be helpful if we carried the CNN feed... you know, there was no discussion about how, it was just, here are our coordinates, tell your technical people to do this... and it was done. Not that we provided any major service through that, but the idea was that it was yet another place that people could see the news and understand the magnitude of this. I think it reflects well on not only the people at CNN, but I think it's symptomatic of the way this industry immediately pulled together—what ways can we convey information, which was incredibly precious in that moment.



On the Field: No part of America, including sports, went unaffected by the events of 9/11. After the attacks, NFL games went on hold until the 23rd and the Super Bowl was not only rescheduled to allow for a full season but deemed a "National Special Security Event." This year, for the second time, the first Sunday of the **NFL** regular season falls on the anniversary of 9/11. The NFL plans to unite fans with synched pregame salutes during the afternoon **CBS** and **FOX** telecasts and a special presentation on **NBC's** "Sunday Night Football." In the aftermath of 9/11, sports from football to baseball became more than pastimes, but symbols of hope and normalcy for Americans to rally behind. The 2001 World Series between the New York Yankees and the Arizona Diamondbacks took place barely a month after Sept 11 and is the subject of "Nine Innings from Ground Zero." The **HBO** Sports documentary, which debuts Sat at 8pm, features interviews with former mayor *Rudolph Giuliani*, President *George W. Bush*, managers, players and fans who lost family members in the terrorist attacks. **ESPN** will remember the anniversary with features including a roundtable discussion during "SportsCenter" and "Outside the Lines" with three of NY's coaches from the day: *Joe Torre*, *Herm Edwards* and *Bobby Valentine*. The net will share the story of Giants head coach Tom Coughlin's son, who worked on the 60th floor of the South Tower and survived the attack, during "Sunday NFL Countdown." In baseball, another NY team takes the plate when the Chicago Cubs play the New York Mets on "Sunday Night Baseball" at 8pm.

9/11 Memorial Programming: Networks across the board are remembering 9/11 with documentaries that tell stories of heroism, tragedy and inspiration. **A&E Networks**, including **Lifetime**, **History**, **BIO** and **A&E**, will simulcast "102 Minutes that Changed America," a doc that pieces together amateur and professional footage in chronological order to recreate the day without narration, starting at 8:46am Sun. The night before, A&E reveals the people behind photos taken by *Andrea Booher*, one of only 2 photographers granted unlimited access to Ground Zero in the aftermath of 9/11, when it airs "Portraits from Ground Zero" (10pm). From pictures to voices, **History Channel** uses audio clips to tell a haunting story in "Voices from Inside the Towers" premiering Sat at 9pm. At 8pm Sun, History highlights the memorial in "Making the 9/11 Memorial." -- **HBO** honors the day with its 8:46am showing of "Beyond 9/11: Portraits of Resilience." A presentation of *TIME* magazine in association with HBO, the doc presents a collection of raw testimonials from US leaders, first responders, flight attendants and survivors who are filmed in front of a simple white screen. -- **Showtime** celebrates the power of music with "The Love We Make" on Sat at 9pm. The doc profiles *Paul McCartney's* journey through the streets of NY after the attacks and the preparation for the benefit concert held in Madison Square Garden less than 6 weeks later. **VH1** aired this concert in 2001 and this year will air "The Concert for New York City: Ten Years Later," a 6-hour telecast without commercial interruption, on Sun from 4-10pm. -- To honor 9/11, **TCM** will air 4 movies chosen by two first responders. "Casablanca," "Mister Roberts," "All the Young Men" and "Red River," premiere at 8pm on Sun. -- As part of its Characters Unite Campaign to combat discrimination, **USA** presents "The Space Between" on Sun at 9pm. In the original film, a lonely flight attendant must drive a Pakistani-American boy, whose father worked in the World Trade Center, from TX where their plane was grounded to NY and his uncertain future. -- **OWN** commemorates the anniversary with back-to-back docs starting at 9pm on Sun. The first, "Twins of the Twin Towers," sheds a light on the lives of people who lost their twin in the attacks. "From the Ground Up" follows with a look at 5 widows of firefighters killed on 9/11.

PROGRAMMER'S PAGE with Chad Heiges and Seth Arenstein

Unstoppable Offense Offensive to Some

Consumers will likely face higher pay TV bills because of ESPN's MNF extension, but not because of the deal exclusively. The NFL is the marquee sports league in the US, no doubt, but ESPN continues to gobble up other properties like a hot dog-eating contestant as well—just this year there's been **Longhorn Net**, the **Pac-12** and **Wimbledon**. I understand why non-sports fans will continue to grumble about the correlative price increases of sports rights and cable subscriptions, but directing the scorn primarily at ESPN is unwarranted. Sure, it's often a relief to blame the top dogs for perceived inequities in any arena—heck, I'm not particularly fond of the NY Yankees or Google—but 2 points demand mention. First, if ops and programmers alike would work more quickly toward the greater industry good regarding TV Everywhere initiatives (read: get them out there to consumers ASAP), then many more opportunities for monetizing content would emerge. In turn, subs wouldn't have to carry so much of the cost-covering load. And let's not forget how forward thinking ESPN has been and continues to be in the digital arena. It arguably leads cable in authentication plays and remains a very strong bet to effectively leverage any new tech that arises going forward. Even NFL commish *Roger Goodell* said ESPN will be instrumental in bringing football to more platforms. Much of that operational efficiency, of course, stems from ESPN's enviable growth over the years and leads to point #2. I'm admittedly an unabashed sports fan and would watch hardly any TV at all were it devoid of the genre. Yet I contend even unAmeric—, I mean sports pooh poohers, should recognize the corporate prowess of ESPN. It was a pioneer back when big hair and leg warmers persisted and continues to blaze trails today. If and when those trends return, you can bet ESPN will be there, still providing value to millions. *CH*

Highlights: “*Bill Belichick: A Football Life, Part I*,” Thurs, 9p ET, **NFL**. In perhaps the most ironic and greatest get in sports journalism history, in '09, the famously taciturn coach *Bill Belichick* became the 1st person wired for a full season by **NFL Films**. What results is less important than that it happened at all. Still, some observations: Belichick is less phlegmatic than his rep and emerges as a decent fellow with an occasional dry wit. Besides the access, what's most impressive is hearing and watching him dissect an upcoming game. -- “*The Space Between*,” Sun, 9p, **USA**. Part of USA's public service campaign, this drama is a creative reflection on 9/11, heightened by *Melissa Leo*'s performance as a bitter flight attendant. Following that, USA runs the Oscar-winning short doc “*Twin Towers*.” SA

Notable: If you've ever questioned **C-SPAN**'s zeal for serving cable subs, “*The Contenders*” (Fri, 9pm ET) will remove all doubt. Instead of taping 14 docs about men who lost White House races but greatly influenced history, C-SPAN traverses the country, doing 90-min programs live at 14 historical sites, most off the beaten path. “We're taking [viewers] places they've never been to before. So we want to allow them to interact” with the series, by calling in with questions, says exec prod *Mark Farkas*. SA

Basic Cable Rankings

(8/29/11-9/04/11)

Mon-Sun Prime

1	USA	2.1	2057
2	DSNY	1.7	1677
3	TNT	1.6	1631
4	ESPN	1.5	1487
5	FOXN	1.4	1368
6	A&E	1.2	1195
6	HIST	1.2	1180
8	TBSC	1.1	1106
9	MTV	1	1004
9	NAN	1	975
9	FX	1	959
9	ADSM	1	958
9	HGTV	1	951
9	NFLN	1	576
15	SYFY	0.9	933
15	FAM	0.9	905
15	FOOD	0.9	893
15	LIFE	0.9	873
15	ESP2	0.9	867
15	AMC	0.9	836
15	TRU	0.9	798
15	NKJR	0.9	655
23	TLC	0.8	825
23	DISC	0.8	809
23	TVLD	0.8	734
26	SPK	0.7	662
26	CMDY	0.7	647
26	NGC	0.7	505
29	EN	0.6	625
29	MSNB	0.6	560
29	BRAV	0.6	538
29	HALL	0.6	510
29	BET	0.6	506
34	CNN	0.5	473
34	LMN	0.5	406
34	ID	0.5	401
34	NKTN	0.5	266
38	VH1	0.4	410
38	HLN	0.4	376
38	APL	0.4	357
38	OXYG	0.4	343
38	DXD	0.4	281
38	SOAP	0.4	264
44	TWC	0.3	326
44	TRAV	0.3	309
44	GSN	0.3	254

*Nielsen data supplied by ABC/Disney



CableFAX
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October 18, 2011

IS GOING TO HOLLYWOOD

PROGRAM & Top Ops AWARDS Luncheon

Noon to 2pm | Renaissance Hollywood Hotel & Spa. Questions: Saun Sayamongkhun at saun@accessintel.com